

# PILOT OUTREACH CAMPAIGN

- Draft Pilot Communications Plan:
  - Outlines intent and purpose (why)
  - Frames the effort (who, what, when, where, how)
  - Addresses how to handle potential obstacles
  - Identifies point of contact(s)
    - DEQ
    - Education and Outreach WG member (?-pending)

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- Purpose / Objective:
  - Est. baseline of awareness and motivation to act / change
  - Test messages and materials
- Goals to measure success of pilot
  - No. completed surveys and likes / shares
  - % positive responses (survey and social media)
  - Increase SaMS website hits
- Information learned will help to:
  - Refine messages / materials
  - Measure outreach effectiveness during SaMS implementation

# PILOT OUTREACH CAMPAIGN

- Key Audience:
  - General public
  - Community within Long Branch watershed (of Accotink Cr)
- Distribution Channels:
  - Social media (i.e. Facebook, Twitter)
  - Websites (i.e. DEQ's, workgroup members' affiliations)
  - Email distribution and newsletters (i.e. SaMS newsletter, etc.)
  - Hardcopy distribution (i.e. posters / flyers in community centers, etc.)
  - Listening session
- Recommended frequency of communication per type of channel